

comparing the data associated with the player profile with brand criteria data associated with a plurality of brands;

transmitting requests to a plurality of brand-promoters, each brand-promoter associated with at least one brand of the plurality of brands;

receiving offers from the plurality of brand-promoters; and

selecting one of the brands according to the offers received from the plurality of brand-promoters.

19. A gaming method comprising:

selecting a brand;

displaying an image representative of an advertisement for at least one of a good and a service provided by a brand-promoter associated with the selected brand;

displaying an image representative of a game, the image comprising at least one game element incorporating brand information according to the selected brand;

determining an outcome of the game; and

determining a payout according to the outcome, the payout comprising at least one good or service associated with the selected brand.

20. The gaming method of claim 19, comprising:

receiving a player input; and

selecting a brand according to the player input.

21. The gaming method of claim 20, comprising:

receiving a player profile associated with the player if the brand-association event has occurred, the player profile having data associated therewith;

receiving brand criteria associated with a brand if the brand-association event has occurred;

selecting a brand according to the data associated with the player profile and the brand criteria.

22. The gaming method according to claim 21, comprising:

matching the data associated with the player profile to brand criteria associated with a brand; and

selecting a brand according to the matching of the data associated with the player profile and the brand criteria data associated with a brand.

23. The gaming method according to claim 21, comprising:

matching the data associated with the player profile to brand criteria data associated with a plurality of brands;

transmitting requests to a plurality of brand-promoters, each brand-promoter associated with at least one brand of the plurality of brands;

receiving offers from the plurality of brand-promoters; and

selecting a brand according to the offers received from the plurality of brand-promoters.

24. The gaming method according to claim 19, comprising:

generating a sound effect, the sound effect associated with the selected brand.

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